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## TAKE TRI-RAIL TO HISPANIC FEST ON OCTOBER 21

**L**ake Worth's Bryant Park will be the site of this year's Hispanic Fest to be held on October 21 in Palm Beach County. As part of Hispanic Heritage Month, Hispanic Fest combines the rich tradition of native Hispanic dance, children's activities, contemporary arts, music and food. Hispanic Fest is Palm Beach County's largest Hispanic celebration. Open from 10 a.m. until 10 p.m., this year's event will offer expanded activities and more of the great Latin music and entertainment so many have come to love. Tito Puente, Jr. and his full orchestra will be Hispanic Fest's featured performers.

Tri-Rail riders will take the train to the Lake Worth Station. The Greater Lake Worth Chamber of Commerce will provide connecting transportation to/from the Lake Worth Station and Bryant Park (Lake Avenue and Golf View Road), between the hours of 11 a.m. and



*Willy Chirino performed for the crowd at Hispanic Fest 2005.*

8 p.m. For additional information, please contact the Greater Lake Worth Chamber of Commerce at 561-582-4401 or visit [www.lwchamber.com](http://www.lwchamber.com). For information on Tri-Rail schedules, and travel instructions, contact 1-800-TRI-RAIL (874-7245) or visit [www.tri-rail.com](http://www.tri-rail.com).



*Hispanic Fest includes arts and crafts, authentic Latin food and a special kid's area featuring a bounce house, rock wall and more.*

September 2006

# onboard

The latest news from the South Florida Regional Transportation Authority, a partnership between Broward, Miami-Dade & Palm Beach counties.

## LIFELONG LESSONS LEARNED FROM RIDING AND READING

**O**n August 24, pint-sized engineers, some from as far away as Pahokee, took an 18-minute train ride on Tri-Rail that could potentially change their lives. The event was part of the "Read for the Record" campaign, promoted by the non-profit program "Jumpstart" to encourage quality early learning experiences for children.

As part of the national program, tens of thousands of adults and youngsters read this year's book selection, the children's classic, "The Little Engine That Could." Gatherings were held at thousands of locations across America, in homes, libraries, schools and major public venues to show support for a practice that helps young children thrive — reading.

The Palm Beach County Literacy Coalition embraced the effort and decided that the event would be even more memorable for the pre-schoolers if they could combine hearing the story with an actual train ride.

"When the Literacy Coalition found out about the 'Read for the Record' campaign and that the book would be, 'The Little Engine That Could,' we knew we had to do a reading event with Tri-Rail," said Executive Director Darlene Kostrub, Palm Beach County Literacy Coalition. "Most of the children participating had never even been on a train. This is an experience they will remember for a very long time," Kostrub said.

The first-time Tri-Rail riders could barely contain their enthusiasm as they donned

their engineer hats and scarves and boarded the train in West Palm Beach for their one-stop hop to the Mangonia Park Station. They proudly displayed their train tickets to the onboard security officers.

After downing hamburgers, chips and apple juice, they returned to West Palm Beach, where they sang train songs. Once settled in, Local News Channel 5's traffic reporter Captain Julie paid a special visit to read the book to the captive audience.

The book's message, "I think I can, I think I can, I think I can," is universally inspiring, whether heard by three-year-old children on their first train ride, or seasoned commuters with miles and miles of track behind them.

### LECCIONES PERDURABLES APRENDIDAS AL VIAJAR Y LEER

**E**l 24 de agosto, pequeñitos maquinistas, algunos procedentes de lugares tan lejos como Pahokee, realizaron un viaje en tren de 18 minutos en



Tri-Rail que potencialmente pudiera cobrar gran importancia en sus vidas. El evento formó parte de la campaña "Read for the Record" (Lectura que constará), promovida por el programa sin fines de lucro "Jumpstart" a fin de estimular experiencias de aprendizaje de calidad para niños.

Como parte del programa nacional, decenas de miles de adultos y niños leyeron la selección de lectura de este año, el clásico infantil, "La pequeña locomotora que pudo". Se celebraron reuniones en miles de ubicaciones a lo largo del país, en hogares, bibliotecas, escuelas y otros lugares públicos importantes en apoyo a una actividad que es esencial para el desarrollo intelectual de todo niño joven: la lectura.

La Coalición en Pro del Alfabetismo del Condado de Palm Beach brindó su apoyo al esfuerzo y determinó que el evento sería más memorable para los pre-escolares si se

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combinara la lectura del cuento con un viaje en tren real.

“Cuando la Coalición en Pro del Alfabetismo se enteró de la campaña ‘Read for the Record’ y que el libro sería ‘La pequeña locomotora que pudo’, determinamos que debíamos celebrar un evento de lectura en conjunto con Tri-Rail”, afirmó Darlene Kostrub, Directora Ejecutiva de la Coalición en Pro del Alfabetismo del Condado de Palm Beach. “La mayoría de los niños participantes nunca habían montado en tren. Por tanto, será una experiencia que recordarán por mucho tiempo”, agregó Kostrub.

Los viajeros novatos de Tri-Rail, vistiendo las gorras y bufandas típicas de los maquinistas, casi no podían contener su entusiasmo a medida que abordaban el tren en West Palm Beach para su corto viaje de una parada a la estación Mangonia Park. Mostraron con orgullo sus boletos de tren a los oficiales de seguridad a bordo. Tras un almuerzo de hamburguesas, papitas fritas y jugo de manzana, regresaron a West Palm Beach, donde cantaron canciones con temas de ferrocarril. Una vez que estaban acomodados, la reportera del tránsito del Canal 5, Captain Julie, hizo una visita especial para leer el libro a un público embelesado. El mensaje del libro, “Creo que sí puedo, creo que sí puedo”, es inspirador a nivel universal. Ya sea escuchado por niños de tres años en su primer viaje de tren o por viajeros avezados con miles de millas de viaje acumuladas, todos se pueden beneficiar de esas palabras de sabiduría valiosas.

## LESON POU TOUT LAVI MOUN TE APRANN PANDAN YO T AP LI EPI YO T AP VWAYAJE AN MENM TAN

Jou 24 out, enjenyè ki tou piti, ki soti kote ki sitèlman lwen tankou Pahokee, te deside fè yon wwayaj 18 minit nan tren Tri-Rail ki ta kapab chanje lavi ajamè. Evenman an te rive nan kad



kanpay ki rele “Read for the Record”, pwogram ki pa chèche fè pwofi ki rele “Jumpstart” te sponsorize pou kapab ankouraje eksperyans aprantisaj pou jenn timoun.

Nan kad pwogram nasyonal sa a, plis pase dis mil adilt ak timoun te li seleksyon liv ki te tabli pou ane sa a, oswa literati klasik pou

timoun ki rele “The Little Engine That Could” (Ti motè lokomotiv la ki te kapab). Yo te òganize rasanbleman nan milye andwa nan tout Etazini, lakay moun, nan bibliyotèk, nan lekòl ak

kokennchenn evenman kiltirèl piblik pou montre nou sipòte pratik ki ede timoun epanwi – la lekti.

Kowalisyon pou Konpetans nan Lekti nan Palm Beach County (Palm Beach County Literacy Coalition) te kontan jefò sa a epi li te deside evenman sa a ta plis memorab pou timoun ki nan jadendanfan yo si yo te kapab konbine tandè istwa a anmenm tan y ap wwayaje toutbon nan yon vre tren.

Direktè Egzekitif Kowalisyon pou Lekti nan County Palm Beach la ki rele Darlene Kostrub te di “Lè Kowalisyon pou Lekti a te vin dekouvri kanpay ‘Read for the Record’ la anmanm tan yo vin konnen tit liv yo seleksyone a se te ‘The Little Engine That Could,’ nou pa t gen okenn dout sou nesite pou nou te fè yon evenman lekti ansanm ak Tri-Rail”. Kostrub deklare “Pifò nan timoun ki t ap patisipe yo pa t ko janm monte nan yon tren. Se yon eksperyans yo pral sonje pandan anpil tan”.

Premye wwayajè Tri-Rail yo apèn te kapab rete anplas pandan yo t ap mete chapo ak foula enjenyè yo epi yo te monte nan yon tren ki soti West Palm Beach pou fè yon so rive nan pwochen estasyon a ki rele Mangonia Park Station. Yo te fyè montre tikè tren yo ba ofisye sekirite ki te nan tren an. Apre yo te vale anbègè, chips ak ji pòm, yo tounen West Palm Beach, kote yo te chante chanson nan tren an. Apre yo fin byen chita, repòtè sikilasyon Nouvèl Lokal sou Chèn 5 ki rele Captain Julie te vin rann piblik atansyon sa a yon vizit espesyal pou li liv la.

Mesaj liv la se “Mwen panse mwen kapab, Mwen panse mwen kapab, Mwen kapab mwen kapab,” se yon mesaj ki bay moun anpil enspirasyon. Kèlkeswa si se timoun twa zan ki tandè mesaj la pandan y ap wwayaje pou pwemye fwa nan yon tren oswa wwayajè ale-retou ki deplase sou anpil kilomèt ak tren an, nou tout kapab benefisye ak pawòl sajès sa yo ki vo lapèn.

## NEW EDP CARDS IN EFFECT

The new 2007/2008 EDP Identification Card was mailed out to all current EDP members during the first week of August 2006. The 2006 EDP ID Card originally expired on June 30, 2006, but the expiration date was extended to August 31, 2006, for the convenience of our EDP members.

Please note that as of September 1, 2006, the 2006 EDP ID Card is no longer valid. Any EDP Member presenting an EDP Ticket to an onboard fare inspector must have a valid 2007/2008 EDP ID Card and photo identification.

Any commuter presenting an EDP Ticket with an invalid 2006 EDP ID Card to an onboard fare inspector is subject to confiscation of the ticket and card, as well as a \$50 citation.

Active EDP members who did not receive a new 2007/2008 EDP ID Card should immediately contact Donna Fortier at 954-788-7938 or send an e-mail to [edp@sfrrta.fl.gov](mailto:edp@sfrrta.fl.gov).

**IMPORTANT REMINDER:** To better serve you, the South Florida Regional Transportation Authority/Tri-Rail is in the process of updating and converting the EDP software system to give EDP employers and members direct internet access to their EDP account information. Starting November 1, 2006, “EDP Goes Electronic,” making EDP information internet-accessible to current EDP employers and members. Stay tuned.



## MARKETING AND PROCUREMENT DEPARTMENTS WIN NATIONAL HONORS

The South Florida Regional Transportation Authority’s procurement and marketing departments were recently recognized for their achievements by two prestigious national organizations, the American Public Transportation Association and the National Purchasing Institute.

For the fifth consecutive year, the SFRTA took top prize in APTA’s annual AdWheel competition. “Aviator Dog,” a brown-haired Dachshund who delivers the message, “We can get you there faster,” won first place in the print media category. The image is part of the “More trains. More often.” campaign that promoted the increase in service from 30 to 40 trains per day.

The campaign also featured a Golden

Retriever jumping through hoops with excitement over the new service and three Miniature

Poodles yelping, “We’ve got a lot to sing about,” in celebration of the completion of the Double Track Corridor Improvement Program, Segment 5 Project. The campaign was created by the SFRTA’s long-standing agency of therecord, Bitner Goodman. The success of the campaign, which ran in May 2006, was underscored by ridership growth of almost 36 percent in June, July and August.

For the second consecutive year, the procurement department won the Achievement in Excellence Award from the National Purchasing Institute. The program was established in 1995 to recognize excellence in public procurement. The prestigious award is earned by organizations that obtain a high score based on standardized criteria designed to measure innovation, professionalism, productivity, e-procurement and leadership attributes.



**Procurement Department Members (left to right): Manager Ben Guida; Director Christopher C. Bross, CPPO, FCPM; Procurement Specialist V. Martin Kelly; Administrative Assistant Charmaine Davis-Matthei; Contracts Specialist Robert Becker; Contracts Compliance Specialist Bryan Kohlberg and Senior Procurement Specialist Ellie O’Connell, CPPB**

## OUR EYES AND EARS

Some of the most constructive and critical feedback concerning Tri-Rail and the South Florida Rail Corridor are brought to our attention by Tri-Rail passengers. An example of such passenger feedback can be seen by loyal Tri-Rail riders (featured left to right, front and back): Mark Goggin, Gayle Corso, Arnaldo “Arnie” Martinez and Michael Birmingham. The group often provides valuable comments on train service, as well as safety and security issues as part of the Transit Watch Program, to Administrative Assistant Maggie Ferrara (not pictured) of the South Florida Regional Transportation Authority/Tri-Rail’s Operations Department.

The group, whose affiliations range from the Palm Beach Chapter of the Red Cross, Palm Beach Department of Health, Palm Beach County Community Services/Ryan White Care Act and H.L.V. Trading, are all concerned with helping people and making a difference. We invite you to join them and do the same by calling 1-800-TRI-RAIL (874-7245) and being our eyes and ears at Tri-Rail stations and onboard Tri-Rail trains!

